

**NEtwork '04**  
**One-Stops – Building Economic Opportunity  
through Workforce Investment**

**South Portland, Maine  
November 3 – 5, 2004**

**Workshop Descriptions**

Welcome to “Network ’04: One-Stops-Building Economic Opportunity through Workforce Investment”! It is our hope that these workshops provide you with the inspiration, information and tools necessary to create and implement innovative strategies to effectively serve your customers.

This year, we have loosely organized the workshops into the following four broad-topic categories: “Breaking News: Legal, Legislation, Performance and Evaluation,” “Meeting America’s Workforce Needs: Serving Diverse Populations,” “Strengthening Our Work: Strategies for One-Stops,” and “Connecting Workforce Development to Economic Growth.” These categories are only for organizational purposes – Participants are welcome to attend any of the 24 workshops!

### **Breaking News: Legal, Legislation, Performance and Evaluation**

Interested in learning about legal issues, risk management, and performance accountability & evaluation? Learn “breaking news” regarding the operations of a One-Stop Career Center.

- WIA Reauthorization?
- Risk Management in the One-Stop
- Massachusetts Research and Evaluation Agenda
- EMILE: ETA’s Universal Record

### **Meeting America’s Workforce Needs: Serving Diverse Populations**

Businesses need a pipeline of trained workers. Learn innovative strategies for developing the skills and nurturing the talents of potential pipelines of workers: youth, veterans, and persons with disabilities.

- Integrating Services to Dislocated Workers
- Disability Program Navigator Initiative
- A New Strategic Vision for the Delivery of Youth Services
- Customizing Business Relationships: Effectively Serving Customers with Disabilities
- Building Essential Skills Through Training for Older Youth
- Serving Returning Veterans, Guards and Reservists
- Entrepreneurial Educational Opportunities for Veterans

### **Strengthening Our Work: Strategies for One-Stops**

Learn how One-Stop Career Centers are effectively and efficiently meeting the needs of customers – job seekers and employers – through outreach tactics, building partnerships and coalitions, peer-mentoring, and developing organizational strategic plans.

- Connecticut’s Employment Channel
- Lean to Last
- Business Plans for One-Stops
- National Business Learning Partnerships
- Meeting Another Customer Demand: Online Database Containing Customer Ratings and Comments Regarding Training Providers
- Making Businesses Your Customers: Next Step Strategies to Serve Employers in Your One-Stop System
- Targeted Marketing for One-Stops
- Successful Business Marketing: Its More Than a Brochure
- Capacity Building through Partnerships for WIBs and FBCOs.

### **Connecting Workforce Investment to Economic Growth**

Workforce investment is integral to strong economic growth. Learn promising practices and strategies for linking workforce development and economic development.

- Self Employment in Rural America: Strategies for Success
- Project Katahdin Entrepreneurship Education Program (KEEP)
- Growing Microenterprises in the One-Stops
- High Demand Growth Occupations

### **Staff Skills: Utilizing O\*NET Tools in One-Stop Service Provision**

This skills-building session is a one and a half day intensive training workshop designed to provide information and tools to assist the needs of the business community. The session will provide individuals with O\*NET Career Exploration and Assessment Tools. The content of the training will focus on the use of O\*NET Tools as a business service strategy, including:

- Introduction to demand-side service strategies;
- Introduction of how O\*NET tools benefit job seekers and businesses;
- Developing content areas for O\*NET workshops for businesses; and
- Marketing O\*NET to the business community.

**NOVEMBER 4, 2004 \* 10:15 - 11:30**

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**WIA Reauthorization?**

**SALON A/B**

*Reauthorization is becoming a dim star on the horizon - but this means the system will bear up again for next year. Find out “what’s in, what’s out and why” so that you can plan for what’s ahead.*

Target Audience: One-Stop staff and managers; local board directors/staff; FBCOs.

Presenters: Rochelle J. Daniels, Hollywood, FL. Rochelle is an Assistant Broward County Attorney assigned to represent a Workforce Development Area administrative entity. A key member of the workforce area management team, she is involved in the day-to-day decisions regarding program implementation. As attorney to the workforce board and to the council of elected officials, Rochelle is conversant with issues of concern to the policy makers.

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**Customizing Business Relationships: Effectively Serving Customers with Disabilities**

**SALON C**

*This session will provide effective, field-tested strategies for conducting outreach to employers on behalf of customers with disabilities. Topics include how to customize employment opportunities by moving beyond job descriptions, elements of effective partnerships, and what to say (and not say) when talking to employers.*

Target Audience: One-Stop staff responsible for job placement and developing employer relationships.

Presenters: Elena Varney, MS, CRC is a Training Associate for the Institute for Community Inclusion, UMass Boston. She participates in research and training activities with the National Center on Workforce and Disability for Adults. Elena currently provides guidance, assistance and training to One-Stop Career Centers and other workforce development professionals, and develops training curriculum and other products to support the job development and placement of job seekers with disabilities within the workforce system.

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**Connecticut’s Employment Channel**

**SALON D**

*Share in Connecticut’s experience and results producing 13 television segments designed (1) to provide relevant employment and career information for employers and job seekers and (2) to market DOL’s and CTWorks services to CBOs and FBOs.*

Target Audience: One-Stop staff; SWAs managers and administrators.

Presenters: Shaun Cashman, Connecticut Commissioner of Labor and Stephen Dombrowski.

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**Self-Employment in Rural America: Strategies for Success**

**SALON E**

*You don’t need a magic wand to achieve successful business outcomes for people with disabilities living in rural America. What you do need are people who want to start their own businesses, an idea of supports needed to help make it happen, some knowledge of funding possibilities and community resources, and partners from family and/or community to be part of the team. In areas where few, if any, jobs exist, self-employment is often the best way to achieve employment outcomes for people with disabilities. Self-employment provides an opportunity to participate in and contribute to the community, accommodates disability more effectively, brings needed goods and services to the community, provides income for the business owner, and helps to grow the local economy. Join us to learn how we have helped more than 200 people in rural and frontier areas to start their own businesses.*

Target Audience: Persons with Disabilities; WIA Partners; VR and Tribal VR Agencies; Case Managers/Support Coordinators, ENs, SBA/SBDC Staff, SSA.

Presenters: Roger Shelley and Mike Flaherty of the Rural Institute; Lisa Newman and Tom Hayes of Montana Job Training Partnership.

**NOVEMBER 4, 2004 \* 12:30 – 1:45**

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**Massachusetts Research and Evaluation Agenda**

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**SALON A/B**

*Presentation will focus on Massachusetts's agenda to determine the effectiveness of public workforce deployment programs, to disseminate study results for use in a continuous improvement process and to promote research and evaluation as integral to the WFD service delivery system and policy making arm. Two priorities will be specifically addressed: Evaluation of Massachusetts One-Stop Career Centers and the Regional Profiles, designed to give state and local policymakers and operators the tools they need to assess the dynamics of Massachusetts' many local economies, and to compare and contrast the economic performance of the states' varied regions.*

Target Audience: Individuals interested in measuring effectiveness of programs and One-Stops.

Presenters: Jennifer James, Deputy Director of the Department of Workforce Development; and Johan Uvin, Vice President, Center for Research and Evaluation, Commonwealth Corporation.

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**A New Strategic Vision for the Delivery of Youth Services**

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**SALON C**

*This session will present an outline of the New Strategic Vision for the Delivery of Youth Services under the Workforce Investment Act. Discussion will focus on the new goals and challenges for the workforce investment system in the Vision Paper to meet the demands of business by providing the neediest youth the necessary education, occupational skills and other training services required to meet high demand occupation skill requirements.*

Target Audience: State level staff; local youth staff; contractors who operate formula WIA programs.

Presenters: Gregg Weltz, Program Manager, US Department of Labor, Employment & Training Administration, Office of Youth Services.

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**Business Plans for One-Stops**

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**SALON D**

*How does a One-Stop develop a business plan? Should the plan include all the partners? How should the plan be funded? Should fee for service be included? Find out the answers to these questions and more.*

Target Audience: One-Stop staff and managers; local board directors/staff; FBCOs.

Presenters: Rochelle J. Daniels, Attorney.

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**Growing Microenterprises in the One-Stops**

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**SALON E**

*This workshop will highlight two microenterprise service initiatives that are providing Maine Career Center participants with the opportunity to start and grow their own business through partnerships with business development service providers. The workshop will showcase the Maine Enterprise Options Program and the Project GATE (Growing America Through Entrepreneurship), and explain how these and other partnership initiatives are assisting Maine citizens to become successful business owners.*

Target Audience: One-Stop staff and managers; local board directors/staff; FBCOs.

Presenters: Stephen Duval, Program Manager, Maine Department of Labor; and Eloise Vitelli, Associate Director, Maine Centers for Women, Work and Community.

# NOVEMBER 4, 2004 \* 1:45 – 3:00

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## **Risk Management in the One-Stops**

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**SALON A/B**

*Learn how a preventative law approach can help deal with day-to-day issues- whether its denial of a support service, an ITA, or an accusation of sexual harassment - facing frontline staff.*

Target Audience: One-Stop staff and managers; local board directors/staff; FBCOs.

Presenters: Rochelle J. Daniels, Attorney.

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## **Disability Program Navigator Initiative**

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**SALON C**

*This session will focus on integration of the disability program navigator initiative and ways to increase universal access within the One-Stop system. Discussion will include strategies on developing linkages with your mandated and non-mandated partners of the Workforce Investment Act, and developing an interagency strategic network access plan with your mandated and non-mandated partners in order to enhance employment services for disabled jobseekers.*

Target Audience: One-Stop staff.

Presenters: Lisa Matrondola, Massachusetts Division of Career Services and Disability Navigator Staff.

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## **Meeting Another Customer Demand: Online Database Containing Customer Ratings and Comments Regarding Training Providers**

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**SALON D**

*Overview of Massachusetts' efforts to get feedback from students who complete state-approved training programs and efforts to post their comments online for others to see.*

Target Audience: Anyone interested in training programs, customer surveys; and/or online applications.

Presenters: Chris Bowman, Chief of Staff, Massachusetts Executive Office of Economic Development; and Jane Kadlubkiewicz; Director, Massachusetts Workforce Training Fund.

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## **Project Katahdin Entrepreneurship Education Program (KEEP)**

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**SALON E**

*In the spring of 2003, Maine's largest paper mill closed down in rural Millinocket, the center of the Katahdin region. Immediately 30 of Maine's leading nonprofit, government, university, and private organizations combined to set up KEEP -- Katahdin Entrepreneurial Education Programs. Within four months, 400 local residents were participating in workshops about e-commerce, how to get government contracts, customer service, and many other topics. Sixteen entrepreneurs went through FastTrac intensive business planning. Success engendered a second round of activity. By the end of the year, 211 clients had received 1,014 hours of one-on-one business counseling. When the program started, unemployment in the area was 39.7%. Today, a little over a year later, the unemployment rate is down to 14.8%. The KEEP model has provided a blueprint for other communities facing economic hardship.*

Target Audience: One-Stop staff and managers; local board directors/staff; FBCOs; economic development agencies.

Presenters: John Massaua, State Director, Maine Small Business Development Center; and Mary McAleney, District Director, U.S. Small Business Development Center.

# NOVEMBER 4, 2004 \* 3:15 – 4:30

## Integrating Services to Dislocated Workers

SALON A/B

*The session will provide insight into ETA's drive to improve the integration of services to dislocated workers. Panelists will discuss how states are integrating Trade, National Emergency Grants, the WIA Dislocated Worker programs, as well as ES and UI. Topics will also include performance measures, financial issues and perceived barriers to integration.*

Target Audience: One-Stop staff and managers; WIBs; Partner agencies; Operators.

Presenters: Tim Theberge, US Department of Labor, Employment & Training Administration, Boston Regional Office; Jeff Ryan, US Department of Labor, Employment & Training Administration, National Office; and Kathy Dostie, Maine Department of Labor.

## Building Essential Skills Thru Training (BEST) for Older Youth

SALON C

*Older Youth Initiative was created as an incentive for WIB-led regional teams to develop new ways to integrate and blend the curriculum of basic education and occupational skill training, and to engage employers in the planning and implementation of the education, training and employment of youth 18 – 24 years old. This workshop will offer an orientation to the integration of youth curriculum and share promising practices for working with the employer community. Discussion will focus on Training Underemployed Resources for Better Opportunities (TURBO), a program that provided educational and related training to older youth who wanted to enter the trades.*

Target Audience: Operators, designers or planners who are involved in creating or running programs which enhance education and training skills for youth

Presenters: Cathryn Lea, Project Director, Commonwealth Corporation; and Mary Sarris, Executive Director, North Shore Workforce Investment Board.

## Targeted Marketing for One-Stops

SALON D

*The workshop will explore a variety of creative strategies for marketing Career Center services to three particular customer segments: Industry Association groups, Business, and Faith-Based and Community Organizations.*

Target Audience: One-Stop staff and managers.

Presenters: Arleen Damon, Massachusetts Department of Workforce Development; Rooshey Hasnain, Institute for Community Inclusion, Boston, MA; Garret Oswald, Maine Department of Labor, Bureau of Employment Services; and Susan Swanton, Maine Marine Trades Association.

## Becoming Demand Driven: Economics, Education, Employment

SALON E

*This workshop will highlight the efforts of three local WIBs to take a strategic, demand-driven approach to workforce investment. The Eastern Connecticut WIB will discuss the award-winning partnership it developed to address a potential labor skills shortage in the bioscience/technology industry. The Herkimer, Madison & Oneida Counties WIB and the Central/Western Maine WIB will discuss their current projects to develop demand-driven incubator sites with ETA funds made available through the National Association of State Workforce Agencies and the National Association of Workforce Boards.*

Target Audience: One-Stop staff responsible for developing relationships with business; WIB staff.

Presenters: John Beauregard, Eastern Connecticut WIB; Russ Davis, Herkimer, Madison and Oneida Counties WIB; and Bryant Hoffman, Western Maine WIB.



**NOVEMBER 5, 2004 \* 10:15 – 11:30**

**Capacity Building Through Partnerships for WIBs and FBCOs**

**SALON A/B**

*A panel will present the benefit of partnership with grassroots Faith Based and Community Organizations in reaching underserved populations. Speakers will include Jamie Tresselt who will discuss lessons learned from Commonwealth Corp's FBCI grant. She will introduce representatives of a successful WIB-Grassroots Organization Partnership. Rooshey Hasnain will discuss the partnership-building project completed under the Institute for Community Inclusion's FBCI grant and the process used for sub granting to grassroots organizations. She will introduce staff of a successful One-Stop Career Center-FBCO partnership.*

Target Audience: One-Stop staff; WIBs.

Presenters: Jamie Tresselt, Commonwealth Corporation, Joe Nicholson and Lee Boone; Rooshey Hasnain, Institute for Community Inclusion, and Torli Krua and Kent Wampler.

**Serving Returning Veterans, Guards and Reservists**

**SALON C**

*Presenters will provide the perspective of two States on strategies to meet the needs of individuals returning to the civilian works force from military service. Discussions will include the President's Services to Returning VETS initiative, the National Careers Home Front project with Home Depot initiative, and REALifelines.*

Target Audience: One-Stop staff and managers.

Presenters: Jon Guay, US Department of Labor Veterans Representative; Margaret Ryan, Massachusetts Division of Career Services; Paul E. Luce, Command Sergeant Major, 240<sup>th</sup> Engineer Group.

**Making Businesses Your Customers: Next Step Strategies to Serve Employers in Your One-Stop System**

**SALON D**

*The business customer market must be effectively reached, served, and satisfied to have success in workforce development programs. Many areas across the country have made significant progress in re-aligning resources to work with and serve the business community. Based on promising practices, a variety of strategies to increase success with this critical workforce development partner are presented. Topics focus on optimum strategies and "how to" tips for practical applications:*

- *Find out what businesses want and how to use business research to begin an action plan for addressing the needs of local businesses by a) moving from customers to business partners, b) moving beyond "job development" toward "business development."*
- *Review each of the five roles for improving business partnerships: advisor, funder, hirer/retainer, trainer and economic developer. Implement strategies to encourage businesses to participate in the workforce development system by appealing to these roles.*

Target Audience: One-Stop staff responsible for job development and employer relationships; economic development service providers.

Presenters: Melanie Arthur.

**Lean to Last**

**SALON E**

*Learn how to apply lean manufacturing techniques to government to create a sustainable service-based environment.*

Target Audience: One-Stop staff and managers; SWAs managers and administrators.

Presenters: Thomas Hutton, Connecticut Deputy Commissioner of Labor; Mark Stankiewicz; and Jan Hasenjager.

**NOVEMBER 5, 2004 \* 12:30 – 1:45**

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**EMILE: ETA's Universal Record**

**SALON A/B**

*The session will provide an update on the proposed new system, EMILE (ETA's Management Information and Longitudinal Evaluation) Reporting System. ETA proposes EMILE as a means to consolidate reporting, to reduce duplicate record keeping, to streamline grantee information systems, and to produce comparable performance results across all ETA programs. Key features such as common program measures, quarterly reporting, the standard participant record and implementation timetables will be discussed.*

Target Audience: One-Stop staff and managers; SWA managers and administrators.

Presenters: Esther Johnson, Administrator, US Department of Labor, Employment & Training Administration, Office of Performance and Technology.

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**Entrepreneurial Educational Opportunities for Veterans**

**SALON C**

*Recent federal legislation allows VA educational assistance for non-degree, non-credit entrepreneurship courses offered by qualified providers, including the Veterans Corporation and the SBDC's. This workshop focuses on Veterans FastTrac™ - a business development program for either start-ups or existing business owners - offered in Maine as the result of a partnership among the Veterans Corporation, the Ewing Marion Kauffman Foundation, Gateway Computers, the Center for Entrepreneurship/School of Business, University of Southern Maine and the Heart of Maine RC&D.*

Target Audience: One-Stop staff and managers; local board directors/staff; FBCOs; economic development agencies and other partners in workforce development

Presenters: Valerie Lamont, Director of the Center for Entrepreneurship, School of Business, University of Southern Maine.

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**Successful Business Marketing: Its More Than a Brochure**

**SALON D**

*In this session, we review your current business services and service delivery strategies, including plans for specific activities to increase business customer awareness and use of your services, to ensure they are well organized and designed to meet business customer needs. Then, the next step is to launch (or improve) your marketing and outreach strategy. Many times, this is more comprehensive than simply writing a brochure! Learn how to:*

- Create a targeted approach to segment key industries and develop an account management system with a three-tier service delivery strategy to maximize the outcome of the time spent with this customer group.
- Learn and apply the four principles of marketing to increase customers and usage of services from your current customers, including easy-to-use promotional ideas.

Target Audience: One-Stop staff responsible for job development and employer relationships; economic development service providers.

Presenters: Melanie Arthur.

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**National Business Learning Partnerships**

**SALON E**

*Representatives from the State of Maine, the Boston Private Industry Council and the Cape and Islands WIB will discuss their participation in a national technical assistance initiative that matched One-Stops which had made significant steps in making business a prime customer with One-Stops which wanted to learn how to do it. Maine will discuss how they helped Idaho adopt a Maine business focused Workforce Development Consultation / Certification course. Boston will discuss its mentoring relationship with the Clackamas County WIB, and the Career Opportunities of Cape Cod will discuss the leanings gained from working with the Pike's Peak, CO Workforce Center.*

Target Audience: One-Stop staff and managers; WIBs.

Presenters: David Augusthino, Cape and Islands WIB; Gail Dyer, Maine Department of Labor; Linda Kennedy, Maine Department of Labor; Dory Penn, Boston PIC; and Dennis Rogers, Boston PIC.



